

FRONT ROW EXPERIENCE CONTEST RULES & REGULATIONS

1. **Contest Administration**

This Contest is administered by the Overwaitea Food Group Limited Partnership (“OFG”). The Vancouver Canucks Limited Partnership and the participating sponsors are not involved in the administration of the Contest and are prize sponsors only.

2. **How to Enter**

During each Contest Period, purchase a participating product from a participating sponsor (as set forth on Schedule “A”) at a participating Save-On-Foods store with your More Rewards card to be automatically entered. If you do not yet have a More Rewards Card, visit www.morewards.ca/enroll to obtain your free More Rewards Card. If you are a More Rewards Member and do not wish to participate in this or any other OFG Contest, please see Customer Service in a Store and the appropriate arrangements will be made.

3. **No Purchase Necessary**

No purchase is necessary to enter the Contest. To enter without a purchase, download a manual entry form from the Contest website during the Contest Period, complete the required information and mail it to:

Overwaitea Food Group
Marketing Department
Box 7200,
Vancouver, British Columbia
V6B 4E4

Attention: Front Row Experience Contest

All manual entry forms must be received at the above address by 11:59 p.m. (Pacific Time), two business days prior to the applicable Contest Draw Date. Only one (1) manual entry form per envelope per day will be accepted. Mechanically reproduced entries will not be accepted. Manual entry forms will be subject to verification and will be declared null and void by OFG if the manual entry form is illegible, defaced, mutilated, altered, forged, or not submitted in accordance with these rules and regulations of the Contest as may be determined by OFG in its sole discretion.

OFG is not responsible for manual entry forms or automatic electronic entries which are lost, late, misdirected, damaged, incomplete, illegible, have insufficient postage, or are otherwise in any way not entered or eligible for the contest.

4. **Contest Period**

The contest runs from the opening of each Save-On-Foods store on October 15, 2016 and closes at 11:59 pm (Pacific Time) on April 1, 2017 (the “**Contest Period**”). All entry forms must be submitted and received no later than the close of the Contest Period. Any entry forms received after the Contest Period will be declared invalid and will not be eligible for the final prize draw.

There will be seven (7) prize draws in this Contest, as follows:

<u>Entry Deadline</u>	<u>Draw Date</u>	<u>Game Night</u>
October 30, 2016	November 1, 2016	December 1, 2016
November 30, 2016	December 2, 2016	December 28, 2016
December 31, 2016	January 2, 2017	January 20, 2017
January 18, 2017	January 20, 2017	February 25, 2017
February 25, 2017	February 27, 2017	March 11, 2017
March 15, 2017	March 17, 2017	March 28, 2017
April 1, 2017	April 3, 2017	April 9, 2017

5. Prize Drawing

On each Contest Draw Date at approximately **1:00 pm** (Pacific Time), a random draw from all entry forms received to date during the Contest Period will be conducted at the OFG head office in Langley, British Columbia. The OFG computer system will be used to make a random draw or random draws, as the case may be. The odds of winning a prize in this Contest are dependent upon the total number of eligible entry forms received during the Contest Period at the time of each draw.

6. Prizes

Each entry received during the Contest Period and before an Entry Deadline is eligible to win a prize of a front row experience with the Vancouver Canucks. There will be seven (7) prizes awarded during the Contest .Each Prize consists of the following:

- a. Two (2) front row tickets to the specified Vancouver Canucks home hockey game.
- b. VIP pre-game tour of Rogers Arena;
- c. Meet a Canucks player;
- d. Two Vancouver Canucks' jerseys;
- e. One night hotel accommodation in downtown Vancouver;
- f. Up to \$300 in Save-On-Foods groceries delivered to your door by Canucks mascot FIN.

The approximate retail value of the Prize is one thousand dollars (\$100.00) CDN. The prizewinner and any guest(s) must be available to attend the game for which their entry has been drawn.

The prize includes only what is specifically described and no other allowance will be granted. The prizewinner and any guest(s) will be responsible for covering all additional expenses incurred, including, without limitation, transportation to and from the game, travel and medical insurance, meals and beverages, telephone calls, miscellaneous travel related expenses, taxes, levies, surcharges and any other costs and expenses not specifically described as included in the prize.

7. Prize Not Transferable and No Substitutions

Prizes must be accepted as awarded. No cash equivalent or exchange of prize is permitted. All aspects of the prize are non-transferable. OFG reserves the right to make

substitution for the prize, which in the opinion of OFG, is of similar kind or value, without prior notice. Any and all expenses, costs and all local, provincial or federal taxes or sales taxes resulting from winning and accepting the prize are the responsibility of the winner.

8. Notification

The entrants whose names are drawn will be contacted according to the information provided on the entry or as currently held in the OFG customer database for the More Rewards account used to make the qualifying purchase. OFG will only contact selected entrants. Attempts will be made to contact the selected entrant during regular business hours for a period of three (3) business days after the date of the prize draw. If a selected entrant cannot be contacted, fails to respond to any messages left by OFG within this period, or the prize is refused, then he/she will forfeit any right to the prize and OFG may, in its sole discretion, select an alternate winner or withdraw the prize.

9. Distribution of Prize

Selected entrant must claim their prize as directed by OFG by no later than two (2) business days prior to the game for which their entry has been drawn. If the selected entrant has not claimed the prize within this period, then he/she will forfeit any right to the prize and OFG may, in its sole discretion, select an alternate winner or withdraw the prize.

10. Eligibility

The Contest is only open to residents of British Columbia over the age of 19. Entrants must be a member of the More Rewards program to participate.

11. Entry Forms Property of OFG

All entry forms are the property of OFG and will not be returned for any reason whatsoever.

12. Contest Rules & Regulations

By participating in the Contest, the entrants unconditionally agree to be bound by the Contest Rules & Regulations. The entrants further agree to be bound by the decisions of OFG regarding the Contest Rules & Regulations or in any way relating to this Contest, as may be determined by OFG in its sole discretion, which will be final and binding in all respects.

13. Privacy / Use of Personal Information

All personal information of the entrants collected through the Contest ("**Personal Information**"), such as their name, address, telephone number, e-mail address and age is collected for the purposes of administering this Contest. Each entrant by entering the Contest consents to and grants OFG the right to collect, use and disclose their Personal Information for the purpose of administering the Contest.

14. Skill-Testing Question

Before being declared a prizewinner, the selected entrant must successfully answer without assistance or mechanical aid, a time-limited mathematical skill-testing question as a condition to receiving a prize.

15. Disqualification

OFG reserves the right, in its sole discretion, to disqualify any selected entrant who:

- (a) cannot be reached by OFG by telephone or has not responded within five (5) business days of the prize draw to telephone messages left;
- (b) is not a member of the More Rewards program;
- (c) has submitted more than one (1) entry on any day during the Contest Period;
- (d) is unwilling or unable to comply with the Contest Rules & Regulations;
- (e) has not correctly answered the skill-testing questions within the allotted time;
- (f) has not claimed the prize as directed by OFG at least two (2) business days prior to the game for which their entry was drawn;
- (g) has tampered or attempted to tamper with the entry process or the operation of the Contest;
- (h) for any reason whatsoever is unable or does not wish to accept the prize as awarded; or
- (i) is deemed by OFG, in its sole discretion, to be ineligible, disqualified, or in non-compliance for any reason whatsoever.

In all such cases, the selected entrant will forfeit his/her right to the prize without compensation and OFG may, in its sole discretion, select an alternate prizewinner or withdraw the prize.

16. No Warranty

Neither OFG nor its affiliates, subsidiaries, sponsors, suppliers or otherwise make any warranty, representation or guarantee, express or implied, in relation to a prize, including without limitation quality, merchantability or fitness for a particular purpose.

17. Release

By entering into this Contest, all entrants (including the prizewinners) hereby agree to release, discharge and hold harmless OFG, its affiliates, subsidiaries, sponsors, suppliers and advertising, promotion and service agencies involved in this Contest, including all of their respective directors, officers, employees or agents, from any and all loss, harm, liability, claims, damages, causes of action, costs or expense of any kind whatsoever with respect to or arising out of:

- (a) the entrant's participation in the Contest;
- (b) the entrant's participation in any Contest-related activity;
- (c) the entrant's acceptance, use, misuse or any other matter in relation to the prize;
- (d) the distribution of the prize; or
- (e) the administration of the Contest.

18. Limitations of Liability

OFG is not responsible for and will assume no liability for:

- (a) entry forms which are lost, late, delayed, incomplete, postage due, illegible, damaged, destroyed, irregular, mutilated, forged, garbled, incorrectly addressed, misdirected, mechanically reproduced or are otherwise in any way not entered or eligible for the Contest;
- (b) incorrect or inaccurate information in the entry forms or in relation to the administration of the Contest whether caused by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur, including without limitation typographical errors;
- (c) telephone, technical, network, online, electronic or computer failures of any kind regardless of the cause in relation to the administration of the Contest;
- (d) the failure of OFG to notify any selected entrant that their name has been drawn for any reason whatsoever;
- (e) the failure of OFG to receive a selected entrant's response for any reason whatsoever;
- (f) theft or destruction or unauthorized access to, or alteration of, entry forms;
- (g) any error in compiling entry forms;
- (h) any error in awarding prizes;
- (i) any condition caused by events beyond the control of OFG which disrupts or interferes with the Contest; or
- (j) any other similar events or circumstances whatsoever.

19. Declaration, Release and Waiver Form

Prior to being awarded the prize, the parent or legal guardian of the selected entrant must sign and return a Declaration, Release and Waiver Form in the form required by OFG and any other documentation required by OFG, which will include without limitation:

- (a) confirmation of eligibility for the Contest;
- (b) confirmation of compliance with the Contest Rules & Regulations; and
- (c) a release of OFG and its affiliates and subsidiaries and all of their respective directors, officers, employees and agents, from any and all liability for any damage or loss related to, resulting or arising from or in connection with the Prize or the Contest.

If OFG does not receive the selected entrant's Declaration, Release and Waiver Form prior to or concurrently with the awarding of the prize in accordance with these Contest Rules & Regulations, then such selected entrant forfeit his/her right to the prize and OFG may select an alternate prizewinner or withdraw the prize.

Guest(s) of the prizewinner will also be required to sign a document: (a) releasing OFG and its affiliates, subsidiaries and prize sponsors, including all of their respective employees, directors, officers and agents from all liability for any damage or loss resulting from the Contest or use of the prize; and (b) consenting to the use of their name, city and province of residence, biographical information, likeness, video, photograph, voice, statements or testimonials in any advertising, promotion and for publicity purposes in connection with this Contest, other promotions and for general

news and information purposes, without any compensation or notice, in the form acceptable to OFG.

20. Use of Name, Image, etc.

By acceptance of a prize, prizewinners through their parent or legal guardian consent to the use of their name, city and province of residence, biographical information, likeness, videos, photographs, voice, statements or testimonials in any advertising, promotion and for publicity purposes in connection with this Contest, other promotions and for general news and information purposes, without further compensation or notice.

21. Costs and Expenses and Taxes

Prizewinners will be responsible for any and all costs and expenses in connection with the prize, including without limitation any licensing, insurance, transportation, taxes or other charges.

22. Compliance with Laws

This Contest is subject to all federal, provincial and municipal laws and regulations. These Contest Rules & Regulations are subject to change without notice in order to comply with any applicable federal, provincial or municipal laws.

23. Reservation of Right to Terminate

At any time and without notice, OFG may cancel, terminate, modify or suspend this Contest in whole or in part or alter the Contest Rules & Regulations.

24. List of Winners

For a list of winners, entrants may send a self-addressed stamped envelope within fourteen (14) days of the final draw date of the Contest to:

Overwaitea Food Group Limited Partnership
P.O. Box 7200
Vancouver, BC
V6B 4E4

Attention: Front Row Experience Contest

SCHEDULE "A"

Participating Sponsors

George Weston Limited

Kraft Heinz Canada ULC.

IÖGO (Ultima Foods inc.)

Sun-Rype Products Ltd.

General Mills, Inc.